Jacksonville lies in a great double loop of the St. Johns River, where, after its long journey north, it turns eastward to the sea.

THE STORY OF JACKSONVILLE

The early history of Jacksonville is the story of the great river beside which it stands. When Captain Jean Ribaut placed a stone column beside the entrance to the river in 1562, he became the first active challenger of Spain's claim to the whole continent. A duplicate of that column stands there today, where Ribaut and his French Huguenot sailors celebrated the first Protestant service in America. Two years later, in spite of Spanish...
protests, a Huguenot colony built Fort Caroline beside St. Johns Bluff, a few miles up the river, and Sir John Hawkins, earliest English slave trader, visited the colony, and saw the first Protestant women and children in America braving the dangers of pioneer life. Disaster soon overtook them, however, for in 1565 Spain sent her foremost admiral, Menendez de Aviles, to destroy them, a task which he accomplished with merciless efficiency. The engagement, in which he captured Fort Caroline, was the first battle between Europeans in America, and in spite of a spectacular raid on the St. Johns river forts by French in 1658, Spain remained in control and spread a cordon of fortified missions along the coast, the river and the northern boundary of Florida. One of the earliest Indian catechisms was written in 1606 by the missionary on Fort George Island, at the mouth of the St. Johns river.

The Cowford

The Spanish Trail, running from St. Augustine to San Diego, Cal., the longest and oldest highway in America, crossed the great St. Johns river at a comparatively narrow place, twenty-five miles from the mouth, where the ford was known as Wacca Pilatka by the Indians (translated Cowford by the English) and later to be known as Jacksonville. A marker at the foot of Liberty Street indicates the early ford. On the south bank, Fort St. Nicholas guarded the crossing, where a stone marker beside Atlantic Boulevard records this location also.

English Incursions

In the early eighteenth century, English slave hunters raided the Florida missions and sold their Indian captives in the Charleston markets by the thousands. Weakened by the loss of his Indian allies, the Spanish governor was forced, by 1735, to allow the English occupation of what had been considered North Florida, henceforth to be known as Georgia, and in 1763, by treaty with Spain, the English became masters of Florida also.
During the American Revolution, thousands of English Loyalists settled along the St. Johns river, Florida being the only loyal colony south of Canada. They built the King’s Highway from Georgia into Florida, which joined the Old Spanish Trail at Cowford, then a little village on the south shore. A marker in Hemming Park shows the ancient road system, where even at this early date, Jacksonville’s strategic position was apparent. Today, the great national highways follow the same old trails, bringing a no less colorful throng of health and pleasure seekers to this new-old land.

The Republic of Florida

After the loss of her other colonies, England gave Florida back to Spain and the St. Johns river plantations and the village of Cowford were almost deserted. To keep these places from ruin, the new Spanish governor offered land grants to Americans. Troubles soon developed with the Spanish authorities, and in 1812 the Ameri-
cans declared a Republic of Florida, comprising the territory between the St. Johns and the St. Marys rivers. They captured Fernandina, burned Fort St. Nicholas at the Cowford and attacked St. Augustine. Pirates, Indians and highwaymen took advantage of the civil war to prey upon travelers and planters of this region.

**The United States in Control**

The United States brought order to the lawless province by purchasing Florida in 1819, and the Cowford at once began to prosper, being laid out as the town of Jacksonville in 1822 and incorporated in 1832. Its blockhouse served as a refuge for settlers in clashes with the Seminoles in 1835, and today a marker at Monroe and Ocean Streets shows where the blockhouse stood.

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Union gunboats anchored opposite Jacksonville several times during the War Between the States, and Federal trenches extended from Hemming Park to where the Terminal Station now stands, for Jacksonville became the base for raids into middle Florida. The famous racing yacht, *America*, then a Confederate blockade runner, was sunk in the river a few miles south of Jacksonville, in an effort to hide her from the Federals, but she was soon discovered and raised. A marker in Hemming Park, where the Northern troops camped after their retreat from the sanguinary battle of Olustee, on the Lake City road, gives but an idea of the many military operations here. Most of Jacksonville was burned when the Union soldiers left in 1866, and the returning citizens walking along the ruined railroad from Baldwin found desolation and poverty awaiting them.

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Northern soldiers took such glowing accounts home of Jacksonville's mild, clear winters, that gradually Jacksonville residents began to receive winter boarders, and
even before St. Augustine had hotels of any note, Jacksonville was a cosmopolitan tourist city with many fine hotels. In 1880, General Grant visited Jacksonville and General Lee was also an honored guest of the city. Sidney Lanier wrote that it was like a roster of New York society to see the distinguished company here. President Cleveland gave a reception for his bride where the St. James Building now stands, and William Waldorf Astor became the first president of the Florida Yacht Club, which now has a new clubhouse in Venetia.

The Modern City

Even before war was declared with Spain in 1898, the tugboat *Three Friends* had made Jacksonville famous by spectacular filibustering of men and arms from here to Cuba. During the war, forty thousand troops were encamped beside the little city of twenty-six thousand people, and Torrey's Rough Riders, led by a lawyer of national note, paraded here. President Harrison's son was provost marshal of the town when war tension was high. The river was mined, and St. Johns Bluff fortified to repel a possible raid on the coast by Spanish ships.
The great fire of 1901 seemed at first a terrible disaster, but when the modern city of brick and stone rose from the ashes, it became apparent that the real foundations of this great metropolis of the South rested on an indomitable spirit in its citizens, who have since built the largest city in the state on this historic site.

Centers of Information in the City

Hemming Park—Visitors will find it convenient to locate other points from Hemming Park, the small park in the heart of the city, where parking space is reserved for out-of-town cars and a policeman is stationed to direct strangers. Here throngs of people listen to concerts in winter. A bronze tablet in the northeast corner shows the junction of the Spanish Trail and the King’s Highway. In the center of the park stands the Confederate Monument, the Florida soldier facing south towards the land he defended so bravely, while at the base are portraits of Florida’s two Confederate generals, J. J. Dickinson and
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**Florida Ostrich Farm**—To the right of the south end of the bridge is an interesting exhibit of ostriches and alligators. Early travelers complained that the roar of alligators on the river disturbed them at night, but in river steamer days, passengers shot them from the decks of the boats in such numbers that the majority of these reptiles are now to be found only in such collections as the alligator farms.

**South Jacksonville**—Older than Jacksonville, because early Spanish settlers felt safer on the same side of the river as Fort St. Nicholas. Many fine old estates line the river on the south shore, which often presents abrupt banks and rolling hills on this side.

*The great forty-mile crescent of Jacksonville and Atlantic Beaches.*
Taking the first boulevard to the right after crossing the bridge, through the suburb of San Marco, turn left into Atlantic Boulevard, a splendid twenty-mile concrete road, thirty-five feet wide and electrically lighted. The Fort St. Nicholas marker will be noted on the left, about a mile beyond San Marco.

**Jacksonville Beach**—Formerly Pablo (Spanish, Paul)—Site of the Spanish mission of Santa Cruz destroyed by Governor Moore of South Carolina in 1706. After the Civil War General Spinner, United States Treasurer for fourteen years, spent the latter part of his life here, a devotee of the beach. Murray Hall, a great resort hotel of 1890, stood where the life-saving station is now located. Good hotels, a boardwalk, pier, and all seaside amusements make this a popular resort. The wide, hard beach, stretching for forty miles from St. Augustine to the mouth of the St. Johns river is like the Ormond-Daytona beach, one of Florida's incomparable attractions.

If the tide is out, a drive on the beach to Mineral City, six miles south, may be enjoyed, otherwise it is advisable to take the Atlantic Coastal Highway which parallels the beach.
MINERAL CITY—Here is the Jacksonville Beach Golf Club, a pretty course and clubhouse beside the ocean, offering a delightful combination of seaside sports, hunting and golf. This was the site of the Indian Mission of San Diego. Diego Fort, a few miles inland, was captured by Oglethorpe on his way to St. Augustine in 1738. Many Indian mounds are to be found in this vicinity.

ATLANTIC BEACH—Here a fine modern hotel of Spanish design has a splendid salt-water swimming pool, 50 x 150 feet, serving the exclusive clientele of this beautiful resort. A short golf course is connected with the hotel and overlooks the ocean.

MAYPORT (Twenty-six miles from Jacksonville at the mouth of the St. Johns River)—A drive up the beach brings the visitor to the south jetties at the mouth of the river, where stood Fort Steele, Confederate battery guarding the mouth of the river in 1865. Good fishing and a fine view of the shrimp boats returning from their day’s trip, may be enjoyed here. A short distance south of the jetties, a road leaves the beach for East Mayport, at which village, turn right through Wonderwood, a pretty group of cottages, where stood a trading post in English times, visited by William Bartram, famous naturalist, in 1774.

Just beyond Wonderwood, on the right, rises the stone column recording the landing of the French in 1562. The village of Saturiba, Indian friend of the French who concealed the original French column from the Spaniards, stood nearby. Mayport, last reminder of the French name for the St. Johns river (river of Mai), beside which the little fishing village stands, is an interesting end to an afternoon’s drive. A Spanish blockhouse here was destroyed by DeGourgues in 1568, and Oglethorpe landed his stores here on his march against St. Augustine in 1738. A little later, pirates and slave traders alike used the islands of this vicinity for rendezvous, without interference from the great sugar cane plantations nearby. The fish houses, nets and boats of the present village are as picturesque and unique as the coast villages of Canada. A return to Atlantic Boulevard may be made by way of a fine road through dense tropical growth.

North to Fort George Island and Fernandina

From Hemming Park, go two blocks east on Monroe and turn left on Main Street. Proceeding north on Main, cross Hogan’s Creek, where there is the new million-dollar Hogan’s Creek Boulevard development, with Confederate Park on the right. In this park stands the first...
Confederate monument to Confederate women, a monument to Robert Burns and one to Governor Broward. One block east is the Duval County Armory, with an auditorium seating three thousand people. Across Main Street from Confederate Park is WJAX, the Municipal Broadcasting Station, where club rooms, auditorium, and a miniature golf course offer diversion for the visitor. One block west is Springfield Park, with its winding drive, large swimming pool and tennis courts. Nearby, the City Waterworks are notable for their wells, one thousand feet deep, which furnish Jacksonville with water equaled in purity by only one other city in the world—a little town in Switzerland. Continuing out Main Street, a turn to the left at Golfair Avenue, past the Fair Grounds brings one to the Municipal Golf Course, three miles from the city, where a Donald Ross golf course and a $15,000 clubhouse serving excellent meals are well worth a visit.

Another left turn from Main at State Street leads to the Baseball Park, and farther out Main, just before crossing Trout river, is Panama Park, where the regiment of W. J. Bryan camped during the Spanish-American War.

Trout River—A broad stream, fringed by several bathing and boating centers and spanned by a concrete bridge leading into the road to Fernandina. A few miles beyond Trout river, a right turn brings you to:

**Historic St. Johns Bluff commands the entrance to St. Johns River**

Section of Fort Marion, St. Augustine

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**Heckscher Drive**—The picturesque drive along the north shore of the St. Johns river to Fort George Island.

**Municipal Zoo**—Just beyond the turn into Heckscher Drive, a right turn leads to the Jacksonville Zoo, attractively situated in a grove of oak trees, where many native and foreign animals may be seen.

Continuing on the Heckscher road, a fine view of St. Johns Bluff across the river on the south bank may be seen about eighteen miles from the city. Near here stood Fort Caroline, the French Huguenot fortress captured by the Spanish in 1565.

**Fort George Island** (Twenty-five miles from Jacksonville)—An ancient landmark of great beauty. Lying on the north side of the mouth of the St. Johns river, with the famous Inland Waterway on its west side, this little sea island held an important place in the early struggles of pioneers for the coast. Here the Spanish mission of San Juan del Puerto flourished and five hundred Indian parishioners were baptized by the Bishop of Cuba in 1666. Small forts were placed here by Spanish, English and Americans, to command the river and the Inland Waterway, until finally, in English times, it became part of a
great plantation. Later it was owned in turn by John H. McIntosh, President of the Republic of Florida, and Zephaniah Kingsley, a planter who brought his slaves direct from Africa in his own ships. After the Civil War, the island enjoyed a reputation as a resort where three United States ambassadors wintered, but with the advent of railroads, tourists were diverted to the East Coast, and Fort George was forgotten until the Heckscher Drive brought it within reach again. Two charming clubs own the majority of the island, but the visitor may see the old avenue of palms and oaks leading to the plantation house, the ruins of the slave quarters, and the quaint little shell house on the left, just after crossing the causeway to the island.

Returning to the Fernandina road, seven miles north of Jacksonville is the Municipal Airport, where ten hangars and fifteen planes are maintained and tourists may "take the air." A regular mail plane service goes twice daily to Miami and Atlanta, and the field has a first-class rating from the United States Department of Agriculture. At Yulee, turn right to:

**Fernandina (Thirty-six miles from Jacksonville)—** This quaint and lovely little town with its magnificent harbor was known as the "pirates' stronghold" for many years. Ten Spanish soldiers made but a pretense of holding the old fort in 1812, when at times three hundred ships, of all nations, thronged here, smuggling contraband goods into the United States. The Republic of Florida raised its white flag on the fort in 1812, to be succeeded next day by the American flag, when American officers aided the Republic in its fight against Spain. In 1817, Fernandina was seized by Gregor McGregor, brother-in-law of the South American patriot, Bolivar, whose flag was green, and when he departed, another adventurer fell heir to the port, Aury, flying the flag of the Republic of Mexico. United States warships dislodged Aury, but Amelia Island fell prey to Pierre J. Lee Kirby-Smith. This monument, presented by Chas. Hemming, was unveiled during the Spanish-American War, when the Seventh Army Corps paraded under Major General Fitz-Hugh Lee at the ceremony.

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Along the St. Johns River Going South

Proceeding from Hemming Park, as on the drive to the beach, continue across the Broad Street Viaduct past the St. Johns River Bridge into Riverside Avenue, through an exclusive old residential section, where the handsome new building of the Woman's Club, with its lovely gardens beside the river, may be seen at 861 Riverside Avenue.

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The Ribault Monument is a duplicate of the original placed at Mayport in 1962.
Memorial Park—A few blocks farther, between the river and Riverside Avenue, stands the impressive War Memorial designed by Adrian Pillars, distinguished Florida sculptor—a beautiful winged figure of Youth, rising from the chaos of the Old World, a swirling ball beneath its feet. The wide bend of the river here and the fine shrubbery make an appealing setting for the statue.

Riverside Park—Two blocks back from the river, on Park and Gilmore Streets, is this charming old park with its tall pines and lovely walk beside a little lake.

Continuing south, follow State Road No. 3 through the lovely suburb of Avondale. From St. Johns Avenue, a right turn at Popular Point, and another right turn at Sixty-fourth Street will bring the visitor to Cedar Hills Country Club, where an eighteen-hole golf course and a fine clubhouse, offering dining room service, is open to tourists.

Proceeding on St. Johns Avenue by State Road No. 3, cross McGirt's River Bridge (named for a pirate of Revolutionary days who used to escape Spanish pursuit by sailing up this winding waterway):

Ortega—A beautiful suburb, where John H. McIntosh lived after he left Fort George Island (see Fort George).

The Modern City

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Spring and Pool at Green Cove Springs

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The new million-dollar development of Hogan’s Creek Boulevard

FLORIDA COUNTRY CLUB (On Ortega Boulevard, beside the St. Johns River)—An eighteen-hole golf course by Donald Ross, four tennis courts and a delightful clubhouse on the high bluff, presents a fine view of the city in the distance. This was formerly the St. Johns Golf Club of 1897.

FLORIDA YACHT CLUB—Another old social club with a fine new clubhouse beside the river in Venetia, just beyond Ortega. A swimming pool, dock and yacht basin are for members and their friends.

TIMQUANA COUNTRY CLUB—A beautiful club and Donald Ross golf course named for the Indian tribe of this locality. A guest card is necessary for visitors. A short distance farther, to the right:

SEMINOLE CANOE AND YACHT CLUB—Turn right at sign in Venetia on 104th Street. A mile beyond, turn right again, as shown by arrow where side road leads to clubhouse on McGirt’s river. Semi-monthly water sports, outboard motor and canoe races, aquaplaning and swimming are held on alternate Sundays and are announced in the newspapers.

CAMP FOSTER (Named for J. Clifford R. Foster, former Adjutant-General of Florida State Troops)—A magnificent United States reservation with a great grove of oaks along
the high banks of the river and with brick roads running through the camp. It was built during the World War for the Quartermaster Department. It is used for annual encampments of troops of several Southern states and is open to the public.

**Oranob Park** (Fourteen miles from Jacksonville)—A Spanish grant to Zephaniah Kingsley in 1809. Kingsley Avenue, a splendid triple-lined avenue of moss-hung oaks, preserves the name of the original owner.

**Greens Cove Springs** (Twenty-eight miles from Jacksonville)—Settled in 1830 by live oak cutters who found many evidences of the large Indian town which stood there before. The springs are noted for the clarity of their waters which pour from a deep iridescent fissure of rock at the rate of three thousand gallons a minute into a large swimming pool. A good hotel and water sports on the river add to the charm of this delightful little resort.

**Penney Farms**—Eight miles west of Green Cove Springs is a model town run on a co-operative plan similar to that of the Penney chain stores. Farmers of highest character only are allowed to purchase twenty-acre farms out of their farm earnings. All farm machinery and tools are rented to them and expert advice on soils, seeds, fertilizers and marketing is furnished by the Penney-Gwinn Institute of Applied Agriculture. Independent of the farms, but adjacent to them, is the Foundation Memorial for retired married ministers and other Christian workers, with twenty-two brick apartment buildings of artistic French rural type. This community is a memorial to the parents of J. C. Penney.

**Shands Bridge**—A few miles south of Green Cove Springs, cross the St. Johns river over this bridge and travel to St. Augustine through heavily wooded country. On the north side of the bridge a curious collection of wood carvings is displayed by a negro artist.

During the American Revolution, thousands of English Loyalists settled along the St. Johns river, Florida being the only loyal colony south of Canada. They built the King’s Highway from Georgia into Florida, which joined the Old Spanish Trail at Cowford, then a little village on the south shore. A marker in Hemming Park shows the ancient road system, where even at this early date, Jacksonville’s strategic position was apparent. Today, the great national highways follow the same old trails, bringing a no less colorful throng of health and pleasure seekers to this new-old land.

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**The Cowford**

The Spanish Trail, running from St. Augustine to San Diego, Cal., the longest and oldest highway in America, crossed the great St. Johns river at a comparatively narrow place, twenty-five miles from the mouth, where the ford was known as Wacca Pilatka by the Indians (translated Cowford by the English) and later to be known as Jacksonville. A marker at the foot of Liberty Street indicates the early ford. On the south bank, Fort St. Nicholas guarded the crossing, where a stone marker beside Atlantic Boulevard records this location also.

**English Incursions**

In the early eighteenth century, English slave hunters raided the Florida missions and sold their Indian captives in the Charleston markets by the thousands. Weakened by the loss of his Indian allies, the Spanish governor was forced, by 1735, to allow the English occupation of what had been considered North Florida, henceforth to be known as Georgia, and in 1763, by treaty with Spain, the English became masters of Florida also.

St. Augustine (Thirty-seven miles from Jacksonville)—Oldest city in North America. Founded by Pedro Menendez de Aviles, Spain's foremost admiral, the little city struggled for many years among unfriendly Indians, short of food, ammunition and everything except the resourceful energy of its founder. The town and fort were burned by Sir Francis Drake in 1585, who landed with two thousand men from twenty ships. It was again destroyed by Captain Davis, English freebooter, in 1665. The stone fort was started in 1638, under fear of the growing menace of Charleston, and completed after one hundred and eighty-eight years. And so, when Governor Moore of Charleston destroyed the chain of Spanish missions along the coast and burned St. Augustine in 1703, the stone fort remained impregnable. Oglethorpe of Georgia also failed to capture it and though the rest of Florida was overrun by the enemies of Spain, it was not until 1763 that the Spaniards surrendered Florida. For twenty years the English brought prosperity to St. Augustine, such as it was not to see again for over a hundred years, and then when they were forced to leave after the American Revolution, it lapsed into a Spanish garrison town once more. As it had been the capital in Spanish and English times, the Americans used it also in 1823, though later, Tallahassee was built in a more central location. Throughout
the Seminole and Civil Wars, St. Augustine was a United States army post but suffered another period of oblivion after the Civil War, until Mr. Henry M. Flagler made it a leading winter resort in 1896. His Ponce de Leon Hotel, a Spanish renaissance work of art inside and out, enhanced the charm of the old town, which is today a beautiful little city. The principal points of interest are the fort, America's greatest relic of the early occupation by Europeans; St. Francis barracks; the military cemetery; and the old house beside the fine library of the St. Augustine Historical Society. On the lovely Anastasia Island drive are to be seen the alligator farm, light-house, and the old quarries from which the city has gotten stone for four hundred years.

The most beautiful school buildings in the South are those of the Florida Military Academy.

MATANZAS FORT (Twelve miles south of St. Augustine) — Continuing on the Anastasia Island road to Matanzas Inlet (Matanzas, Spanish word for "place of blood") the scene of the massacre of Ribaut's three hundred shipwrecked men by Menendez in 1565. The fort rises on the right, a tower thirty-five feet high with two floors and a secret chamber. The United States Government restored it as an historical landmark.

Jacksonville lies in a great double loop of the St. Johns River, where, after its long journey north, it turns southward to the sea.

THE STORY OF JACKSONVILLE

The early history of Jacksonville is the story of the great river beside which it stands. When Captain Jean Ribaut placed a stone column beside the entrance to the river in 1562, he became the first active challenger of Spain's claim to the whole continent. A duplicate of that column stands there today, where Ribaut and his French Huguenot sailors celebrated the first Protestant service in America. Two years later, in spite of Spanish
Returning to Jacksonville, by the Old Spanish Trail, a left turn along the St. Johns river brings one to:

Mandarin (Fifteen miles south of Jacksonville)—On a long, high point of the south shore of the river where stood a Spanish mission in 1670. English loyalists had a postoffice here in 1765 and a band of Seminole Indians raided the settlement in 1841, killing several people, while the rest escaped to the blockhouse in Jacksonville. During the Civil War the United States Transport Columbine was captured at Horse Landing near Mandarin with the loss of twenty-five lives. The Maple Leaf, a Confederate boat, was also sunk off Mandarin Point in 1864. After the Civil War, Mrs. Harriet Beecher Stowe had a winter home at Mandarin. Mandarin is charming with its moss-hung roads and famous orange groves. There is an attractive tea room in one of the groves facing the river. The little church nearby has a Tiffany window, a memorial to Mrs. Stowe, presenting an exquisite picture of the river shaded by great trees.

On the St. Augustine road again going toward Jacksonville, Florida Military Academy (a few miles outside of Jacksonville). This old school, housed in the most magnificent school building in the South, overlooks the river from a fine high bluff.

Spanish Trail—This great continental thoroughfare, which extends from St. Augustine to San Diego, Cal., is the most ancient highway in the country. Over it passed bare-footed, brown-habited missionaries, who maintained their missions among the Indians of the North Florida border for over a hundred years. Along its trail passed the cattle and pack trains. Many Tories in Revolutionary days fled this way with their wagons of household goods, in danger of highwaymen and Indians alike. But it remained for the American pioneer to enter this long occupied but unconquered land and to make of its fair promise, a fulfillment.
The city council of the city of Jacksonville authorized and paid for the publication of this historical booklet. Address communications to the office of the mayor, or the chamber of commerce, Jacksonville, Florida.